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1949

# A MESSAGE TO SEEDSMEN AND FARMERS

Putting first things first is one of the cardinal principles of the Advance Seed Company. So seed selection is one of our primary functions.

If basic quality is not in the seed, all of the precision equipment at our command could not put it there. It takes originally high quality seed with inherently good characteristics to produce vigorous and abundant crops. "You can't make a silk purse out of a sow's ear."

Starting, as we do, with seed of the best strains we proceed with cleaning and processing with complete confidence in the end results: *High purity and germination.*

By daily practicing this foundation principle—leading from known quality and maintaining high standards throughout every subsequent function—we serve Seedsmen and Farmers constructively.

It is this basic service policy which accounts for Advance leadership in field seeds.

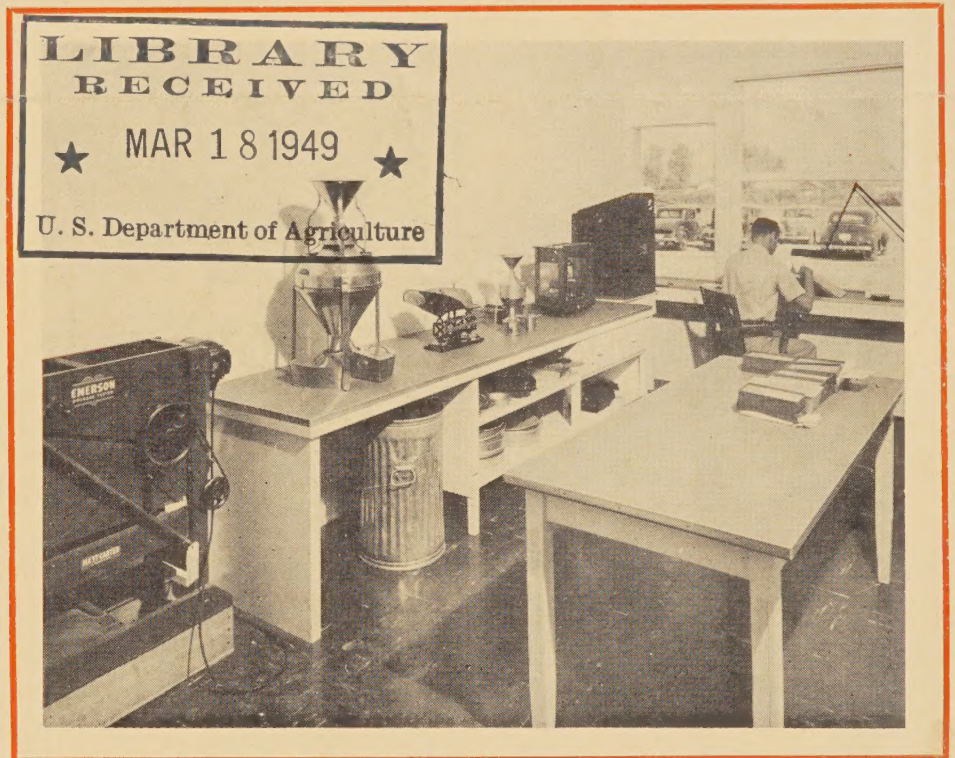
## ADVANCE *Laboratory* CONTROL

A function of utmost importance in seed selection and preparation for planting is quality control.

Here enters the seed analyst with all of his scientific instruments to aid him. Research, data compilation, testing, refining are some of his vitally important functions.

He measures, weighs, searches—to the nth degree—and reports his findings in hard, cold facts. To the seed analyst a batch of seed *does* or *does not* meet standards. There are no guesswork or half-way methods with him.

Pictured at the right is the new and larger Advance Laboratory. It is under the direction of a skilled technician.



## ◆ Good Seed Richly Rewards ◆

# Advance

P. O. BOX 1471

SEED COMPANY

PHOENIX, ARIZONA

AND

AFFILIATE: ADVANCE SEED COMPANY of TEXAS, FORT WORTH, TEXAS



FARM SEEDS

RANGE & PRAIRIE GRASSES



GRAIN SORGHUMS



for YOU...

372... Grows Profits



# Advance

## DATA SHEETS

### FREE

To FARMERS and SEEDSMEN

- HEGARI ..... HS 3
- EARLY (COMBINE) HEGARI..... HS 4
- BONITA (LITTLE) HEGARI..... S 12
- MARTIN'S COMBINE MILO..... S 6
- PLAINSMAN COMBINE MILO..... S 7
- CAPROCK COMBINE MILO..... S 8
- DOUBLE DWARF #38 MILO..... S 10
- DOUBLE DWARF (60 DAY)  
SOONER MILO ..... S 9
- COMBINE KAFIR ..... S 11
- SWEET SUDAN GRASS..... SS 13
- BERMUDA GRASS ..... BG 1
- WEEPING LOVE GRASS..... WL 1

*Data also available on Range and Prairie Grasses, and other Field Seeds. Ask Advance for information on all of your requirements.*

We will gladly supply any of these Data Sheets for distribution to Farmers. We maintain this "plus" service to keep Seedsmen and Farmers reliably informed on popular seeds. Please order by number and specify quantities wanted.

**ADVANCE SEED COMPANY**  
Phoenix, Arizona  
P. O. Box 1471

It is definitely improved over the older #354. It comes from careful roguing and selection work done by J. Roy Quinby, Superintendent of Texas Experimental Station at Chillicothe, Texas. The technique used was as follows: A seed crop of Sweet Sudan #354 was grown to maturity. The field was then gone over plant by plant and all off-type plants in structure and in glume color were carefully pulled up by the roots and removed from the plot. The remaining selected plants were then moved close to the ground and the mowings removed from the field. The #372 seed was then again produced from these selected stubbed plants. It is from Registered Seed, the foundation stock which we obtained from the Chillicothe farm, that the Sweet Sudan #372 we offer was grown.

PERFECTED

PROGRESSIVELY

WAS

372

SWEET  
SUDAN

HOW





62105  
AN IMPROVED

# Sweet Sudan

## #372

INTRODUCED AT A TIME WHEN FARMERS  
AND SEEDSMEN MUST HAVE PURER,  
BETTER GRASS CROPS

*It is the aim and responsibility of the Seed Development Department of the Advance Seed Company to bring to the attention of Seedsmen and Farmers information of timely importance on field seeds.*

*Sweet Sudan #372 is a major example of seed improvement work . . . and we feel certain that Seedsmen and Farmers will find this descriptive folder on Sweet Sudan #372 most interesting.*

SEEDSMEN AND FARMERS alike benefit from agricultural improvements. And such beneficial effects are more acutely felt in times of economic adjustment.

This year—more than any other year since Pearl Harbor—the farmer is asking: “What can I plant that will give me the best dollar return per acre of land?”

This question paves the way for a “get-together” service opportunity: If the farmer raises hogs, beef cattle, sheep or dairy cows, the answer is SWEET SUDAN #372; for here is a grass that is a marked refinement over any other sweet sudan grass . . . and so far surpasses common sudan there’s hardly room for comparison. In short, SWEET SUDAN #372 is the “out-in-front” sudan grass.

The excellence of Sweet Sudan, as you know, has long since been well established . . . its palatability to livestock; its resistance to drouth, foliage diseases, chinch bugs and other insect pests; its “stay-fresh” ability (to remain green late in the fall); its heavy, sweet stalks and stems, wide leaves and bulky growth . . .

. . . All characteristics making for economy—SAVINGS WITH DEFINITE RESULTS SHOWN IN GAINS IN STOCK FED.

But SWEET SUDAN #372 is even out and beyond those proved results! This IMPROVED #372 has everything regular Sweet Sudan has *plus* HIGHER GENETIC PURITY AND CLEANLINESS OF SEED COLOR—the best Sweet Sudan grass yet produced!

So this NEW EXTRA in SWEET SUDAN #372 means greater assurance for the feeder, safer and more certain analysis tags for the seedsman.

# 372 . . . Read The Inside Story



# FATTENS LIVESTOCK FASTER!



Because of its sweet, juicy flavor, livestock relish Sweet Sudan grass. Therefore they eat lots of it . . . in a shorter period of time . . . and thus gain weight faster.

So . . . for hog raisers, beef and dairy cattle producers, lamb and wool growers Sweet Sudan grass is unexcelled pasture. It is the finest quality pasture at the lowest cost per acre.

Further, because the improved #372 Sweet Sudan tops all others in genetic purity and seed cleanliness, still greater economy results. Certainly, this is what the farmer today must have!

Look closely at the field of Sweet Sudan pictured on this page. Note the heavy leaf structure, its bulkiness, the solidly-rooted erectness and stooling qualities of the plants.

Our Sweet Sudan #372 is ready now. Write, wire, or phone your requirements TODAY!

## SWEET SUDAN PAYS AT THE PAIL

Sweet Sudan is winning new friends in nearly every section of the country where it has been tried.

Last June 4, L. O. Ward, a dairyman in Liberty County, Texas, seeded 20 acres of sudan—13 to the new sweet variety and 7 to common. On July 9 he turned 30 cows on the sweet sudan, and ten days later shifted them over to common. But they wouldn't graze it. They kept walking along the fence, trying to get back into the sweet sudan field. After three days Ward gave up, turned the cows back into the sweet sudan, and cut the common sudan for hay.

Now for the pay-off! When the cows went on Sudan Ward cut his 18% concentrate ration from an average of 6 pounds to 3½ per cow per day. For the next three weeks the 30 cows produced 172 pounds more milk each day with 75 pounds less concentrate.

*(Reprinted by permission from FARM JOURNAL, July issue)*

DEMAND **SWEET SUDAN** BY NUMBER **372**